



# Original HP Toner Cartridges

**DID YOU  
KNOW?**

Up to **70%** of the  
**printing technology** is in the  
Original HP Toner Cartridge<sup>1</sup>

Designed to deliver an exceptional print experience

## HP VALUE

Original HP cartridges work seamlessly with your LaserJet printer to provide a print experience you can depend on.



**Reliability**



**Quality**



**Sustainability**

### Engineered excellence

Tested HP cartridges  
**work the first time, every time.**<sup>2</sup>

#### Cartridge choice

**Save up to 25%** with high-capacity cartridges<sup>3</sup>

**Save up to 10%** with multi-packs<sup>3</sup>

### Legendary print quality

**9 of 10** technicians  
recommend  
Original HP toner.<sup>4</sup>

- ◆ Best print quality
- ◆ Most reliable
- ◆ Less service

### Recycling matters

Recycle through HP where  
**ZERO** Original HP cartridges  
go to the landfill.<sup>5</sup>

#### Close the loop

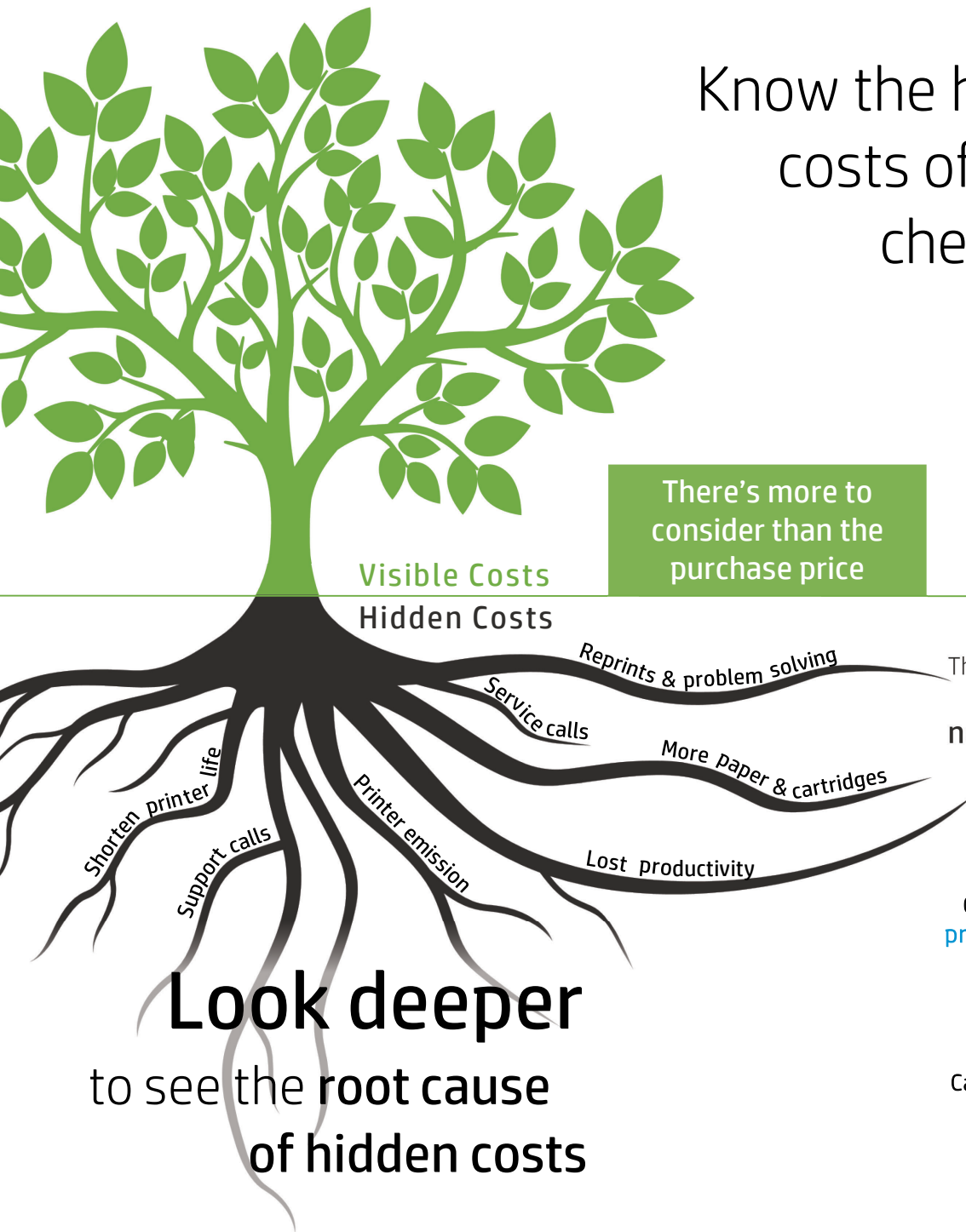
**100%** of HP toner cartridges  
and  
**80%** of HP ink cartridges are  
now made with recycled  
content.<sup>6</sup>

### Indoor air quality matters

HP voluntarily designs and  
tests its printing systems<sup>7</sup>  
to **prevent emissions that  
exceed** eco-label  
standards and guidelines.

We believe that your business, and time invested for success, is important. We design cartridges to be easy to use, dependable, and environmentally friendly, so you can rely on HP cartridges to keep your printers running smoothly.

# Know the hidden costs of using cheap substitutes



There's more to consider than the purchase price

## DID YOU KNOW?

The **poor performance** of non-HP cartridges can **negatively impact** your business



Can impact **productivity**<sup>9,10</sup>

Hassling with reprints  
Replacing cartridges  
Calling support



Can impact the **printer**<sup>4</sup>

Printer damage likely  
Printer life shortened  
Servicing the printer



Can be bad for **indoor air quality**<sup>8</sup>

96% of non-HP toner cartridges tested exceeded emission limits<sup>8</sup>

## Look deeper to see the root cause of hidden costs

In the end, you can pay as much as **10% more** than Original HP cartridges<sup>10</sup>

Original HP is designed to deliver an exceptional print experience

<sup>1</sup> Based on Original HP color and monochrome all-in-one cartridges and the EP process steps required to print a page.

<sup>2</sup> 2019 NA SpencerLab Monochrome Reliability study, commissioned by HP, compared Original HP cartridges with 7 brands of non-HP cartridges sold in North America for HP Pro M402 & Pro M521 printers, HP 26A & 55A cartridges. See [www.spencerlab.com/reports/HPReliability-NA-2019.pdf](http://www.spencerlab.com/reports/HPReliability-NA-2019.pdf)

<sup>3</sup> Savings based on ISO/IEC yields 19752 & 19798; average savings uses the estimate street price for X vs. A cartridge. Does not cover X cartridges that do not have an A. Multi-pack savings compared to purchasing individual cartridges at the estimated street price.

<sup>4</sup> 2019 NA Market Strategies International study commissioned by HP. Results based on 222 surveys from HP ServiceOne Partners who have at least 6 months of experience servicing HP monochrome and Color LaserJet printers with HP and non-HP toner cartridges installed and have done so within the previous 12 months of the study. See [www.marketstrategies.com/hp/NA-Technician2019.pdf](http://www.marketstrategies.com/hp/NA-Technician2019.pdf)

<sup>5</sup> Program availability varies. See [www.hp.com/recycle](http://www.hp.com/recycle)

<sup>6</sup> 80% of Original HP ink cartridges contain between 45-70% recycled content. 100% of Original HP toner cartridges contain between 5-38% post-consumer or post-industrial recycled content. Does not include toner bottles. See [hp.com/go/recycledcontent](http://hp.com/go/recycledcontent) for list.

<sup>7</sup> An HP printing system consists of Original HP printer, paper, and toner cartridge(s).

<sup>8</sup> Nov 2019 WK1 Blue Angel Indoor Air Quality study, commissioned by HP, in compliance with DE-UZ 205: 21 imitation and five remanufactured toner cartridge brands compatible with HP Color LaserJet Pro MFP M477fdw (sku# CF410A, 411A, 412A, 413A) purchased in EMEA, LA and NA regions. See [HP.com/go/IAQnonhpWKI2019](http://HP.com/go/IAQnonhpWKI2019)

<sup>9</sup> 2019 NA Market Strategies International study, commissioned by HP. Results based on 790 HP monochrome and 922 HP color LaserJet users who have used both Original HP and non-HP toner cartridges, of whom 174 (mono) and 194 (color) experienced problems with non-HP cartridges. See [www.marketstrategies.com/hp/NA-Customer2019.pdf](http://www.marketstrategies.com/hp/NA-Customer2019.pdf)

<sup>10</sup> HP calculations based on results from a 2019 SpencerLab North America Monochrome Reliability comparing 7 brands of non-HP cartridges for the HP Pro M402 & Pro M521 printers, HP 26A & 55A cartridges. See [www.spencerlab.com/reports/HPReliability-NA-2019.pdf](http://www.spencerlab.com/reports/HPReliability-NA-2019.pdf). Calculations include paper, cartridge replacement and labor for reprints. Page use assumes 29% external, 46% internal, and 25% individual use. Labor rate from a 2018 Mercer Global Pay Study. Purchase price for HP cartridges is \$163 and a 50% lower price for non-HP. Actual prices, costs, and savings may vary.

